1-16-81 C2700-1 U

Automotive News

Detroit, January 12, 1981

© Entire contents copyright, 1981, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

56th year—$35 per year, $1.00 per copy

New wave

Jim Dunne

Chevy's *minitruck entry*

This Chevrolet S-10 minipickup is scheduled to arrive in showrooms next fall. A rear-drive model, it is destined to replace the Chevrolet LUV, which is now imported from Japan. A similar model will be sold by GMC dealers.

Auto crisis given priority by incoming DOT chief

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — President-Elect Reagan's choice for the Department of Transportation said last week he would try to pick up where outgoing Secretary Neil Goldschmidt left off in his dealings with the U. S. auto industry.

Drew Lewis said at his confirmation hearing the auto industry crisis was at the head of the list of problems the incoming Reagan Administration wants to tackle. He said it was his hope that he would be leading the Administration's effort, much as Secretary Goldschmidt had done in the Carter Administration. Responding to a question from Michigan Democratic Senator Donald Riegle, he admitted, however, the decision would be up to Mr. Reagan.

Nonetheless, he said, "Whether I or someone else in the Administration leads the effort the crises in the domestic auto industry will be addressed, and addressed immediately. We don't have time for leisurely studies in dealing with this problem."

He said the Reagan Administration would have its auto policy in place within days of taking office, but he said he could give no specifics of the policy. He did say, however, that the Administration will be looking at imports, safety requirements, interest rate levels and government-sponsored loans in developing that policy.

Clearly, in some safety areas, regulation has hit the law of diminishing returns, and obviously reductions in red tape and regulations can be made, he said.

• Lewis, a Harvard trained Philadelphian, sought to reassure some on the Senate Commerce Committee that the auto industry will not be getting the hard-nose treatment being intimated for other sectors of the economy. He said its needs "required special attention" and that a sector of the economy so vital to the well-being of the country was not going to be left to the wolves because of a philosophical bent to free enterprise.

"We're not going to stand on philosophical principle and watch a company like Chrysler or the whole of the auto industry go belly up if reasonable solutions are available," he said.

"This Administration will be flexible."

Lewis is expected to be confirmed without a hitch if the easy questioning of him by the Commerce Committee is any indication.

On other matters related to the auto industry, he said he favored giving back to the states the right to set their own speed limits, though he himself favored it for safety reasons.

He said the U. S. should also make a final decision to finish the parts of the interstate highway system that can reasonably be finished and walk away from those that clearly cannot.

For the past 10 years, Lewis has served as a trustee of Reading Co., which operates the Reading railroad. He has been the Republican National Committeeman from Pennsylvania since 1976. His transportation experience has been almost exclusively mass transit.

Domestic models due within two years

Four new minitrucks on the way

By Paul Lienert
Contributing Editor

The continuing fuel crunch, a stiff 25-percent tariff on imported trucks and the release of tough new fuel-economy standards for light trucks appear to be the major incentives behind plans to launch at least four new American-built minitrucks in the next two years.

Most of the small pickups sold in the U. S. today come from Japan, while only one, the Volkswagen Pickup, is produced in the States.

That situation will change dramatically next year when General Motors, Ford Motor Co. and Chrysler Corp. all introduce new U. S.-built minitrucks. Nissan will begin U. S. truck assembly in '83, and there is talk that Toyota and Honda are seriously contemplating similar moves in the next two to three years.

Following are current U. S. minitruck programs in the works for 1982-83:

1. GM will unveil its new S-10 minitruck in the fall of '81. A rear-drive model, it will be sold by Chevrolet and GMC dealers and eventually will replace the LUV, which Chevy now imports from Isuzu Motors. The S-10 truck will be assembled in Dayton, O., and Shreveport, La. A four-wheel-drive option will be added in '83, and a diesel is rumored for '83 or '84.

2. Ford plans to begin building its new Ranger minitruck in Louisville in early '82. The Ranger ultimately will replace the Courier, which Ford now gets from Toyo Kogyo. Like the GM S-10, the Ranger is a rear-drive model, with a four-wheel-drive version in the works for '83. Ford may install Toyo Kogyo diesels in the Ranger, too, in '83.

3. Chrysler is planning to launch its 110 minitruck next fall. The 110 is derived from the front - wheel - drive Omni/Horizon two-door models and will offer a choice of 1.7-liter or 2.2-liter fours.

The company is said to be working on a larger FWD minitruck, based on its compact K-cars, but introduction is at least two years away. Chrysler also is still negotiating with its Japanese affiliate, Mitsubishi Motors, to assemble the imported Dodge D-50 and Plymouth Arrow trucks in the U. S. in '83.

4. Nissan recently announced plans to open a new $350-million truck assembly plant outside Nashville in '83. The Japanese firm will build Datsun pickups in the U. S. in order to skirt the 25-percent tariff levied on imported trucks.

Toyota had been discussing joint assembly of subcompact cars with Ford, but now talks between the two firms reportedly have centered around U. S. production of some Toyota commercial/utility vehicles, including a minivan.

Honda is said to be consider-

Continued on Page 46, Col. 1

Reagan team to shift emphasis at NHTSA

WASHINGTON. — Emphasis at NHTSA under the Reagan Administration is likely to shift from the vehicle to the driver.

A Reagan transition team document says the agency has "effectively exhausted its ability to increase automobile safety at reasonable social costs, although there may be opportunities to improve the competence of drivers."

Before concluding that all future actions need careful examination, it says: "While there is no loud clamor from the auto industry to undo NHTSA's past regulatory action, neither does it appear that NHTSA's new actions would have a favorable benefit/cost ratio."

The new initiatives emphasized by outgoing NHTSA chief Joan Claybrook include side impact protection, structural improvements, padding to protect unrestrained children and pedestrian protection.

The Reagan transition team focuses on three current actions as warranting early, careful study.

One is the passive restraint standard mandating either airbags or automatic belts which the Reagan team thinks becomes effective in 1983. Actually, its three-year phase-in starts September, 1981, for '82-model full-size cars. Intermediates then follow a year later, and small cars a year after that.

Reason given by the transition team is "to avoid unjustifiable expenses by manufacturers and, in turn, consumers."

The team would also like the criteria for recall to be looked at promptly. It notes recalls have expanded "many fold" in Claybrook's tenure and "may have passed way beyond a reasonable cost-effective limit."

The third area to be reexamined is post-1985 fuel-econ-

Continued on Page 46, Col. 1

NEWSPAPER
04
4520 EAST-WEST HIGHWAY
SUITE 800
CONGRESSIONAL INFO SERV
ACQ EDITOR
DC20014CNGLIAQ DE 01254 920013
AN JAN81

breaking news

Chrysler cutting orders for Mitsubishi engines

DETROIT. — Chrysler Corp. is "substantially reducing" orders for Mitsubishi-built 2.6-liter K-car engines as part of an inventory adjustment program. The adjustment became necessary when K-car sales in November lagged and stocks grew. K-car sales in December rebounded, but the engine inventory still needed adjustment for the earlier lag, the company said.

Goodrich to quit OE car-tire market

AKRON.—B. F. Goodrich Co. said last week it will abandon the original-equipment passenger-tire market, beginning with 1982 models. Goodrich is currently a supplier to Ford Motor Co. and General Motors. Goodrich will continue its private-brand and replacement business, as well as OE for truck, farm and other equipment.

Chrysler K sales move higher

DETROIT.—Chrysler Corp. logged its best K-car selling period in the final 10 days of December, according to Jerry Pyle, vice president sales. For the period, Chrysler sold 1,267 K-cars, up over 11 percent from the 1,135 sold during the introductory period in the first 10 days of October. The last sales period was also a 70-percent rise from the 788 sold during the second 10 days of December.

Ford denies sale of steel operations

DEARBORN.—Thomas C. Page, vice president Diversified Products Operations, Ford Motor Co., denied that "Ford is planning to sell its Steel Division to the Japanese or anyone else . . . We expect our steel production to rise during 1981, along with the auto industry's fortunes." Ford has been holding routine technical discussions with the Japanese, he said.

Car sales lowest since '75; 7 imports shatter records

Jenny L. King
Staff Writer

There was little rejoicing in Detroit last week when new-car sales were totaled and recorded, and what rejoicing there might have been at import headquarters on the East Coast and West Coast was kept quiet.

The industrywide sales sum was 8,973,345, down 15.68 percent from the 10,641,679 sold in 1979. It was the lowest grand total since 1975 when combined sales reached 8,639,120. But it differed vastly from the 1975 figure because it was full of record sales—all of them belonging to the imports.

Tables on Page 41.

Seven of the major imports notched records in 1980, and the import total for the year of 2,395,036 was itself a record, an increase of 2.97 percent over the former record of 2,326,057 set in 1979. The seven records belonged to BMW, Datsun, Honda, Mazda, Mercedes-Benz, Subaru and Toyota.

Imports accounted for a record 26.69 percent of the total market for the year. In light of burgeoning resentment among many Americans toward imports, particularly Japanese-built products, celebrations were not shared outside their immediate families.

The five domestic auto makers reported their lowest sales total in 19 years: 6,578,309, down 20.89 percent from 8,315,622 in 1979. Back in 1961, sales stood at 5,556,102. The daily selling rate for the year was 21,358, down 21.15 percent from 27,087 the preceding year. There were 308 selling days in 1980 compared with 307 in 1979.

• Of the U. S. auto makers, only Volkswagen of America managed to beat its 1979 sales. VWoA was up 6.17 percent for the year, to 177,140 from 166,839. Small-car specialist American Motors suffered the least decline; its sales were down 7.79 percent, to 149,438 from 162,057.

General Motors, dragged down by a very weak December, reported a sales drop of 16.19 percent for the year, to 4,116,482 from 4,911,875. Ford Motor Co. reported the biggest domestic decrease — 30.83 percent. Ford sales numbered 1,475,232 passenger cars, down from 2,132,644 in 1979.

Chrysler Corp. rebounded a bit in December, recording a sales increase for each 10-day period, plus record K-car sales. But its final 1980 sales totaled 660,017, down 29.95 percent from 942,207 a year earlier.

As had been the pattern through most of the year, General Motors averaged more than 60 percent of the domestic market for the 12 months. Its share settled at 62.58 percent, up from 59.07 percent in 1979. Ford sales accounted for 22.43 percent, down from 25.64 percent. Chrysler earned 10.03 percent of the market, down from 11.33 percent. VWoA increased its share to 2.69 percent from 2.01 percent, and AMC had 2.27 percent, up from 1.95 percent.

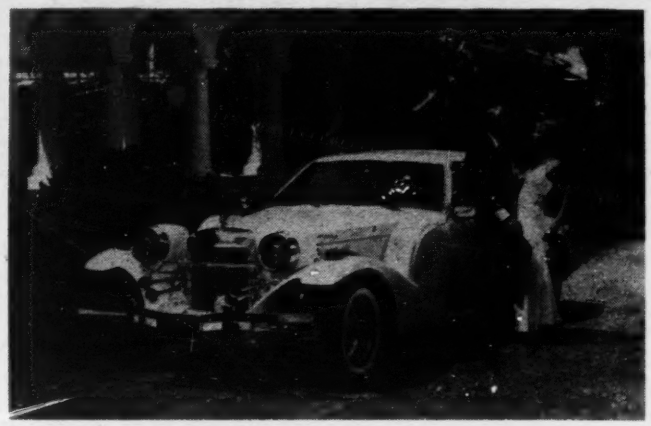
VW and Buick were the only two U. S. makes to show an improvement in sales in 1980. VW was up 6.17 percent, and Buick squeezed past its '79 total by a 0.82-percent margin. Buick also surpassed Pontiac to become GM's number-three-selling car division behind Chevrolet and Oldsmobile.

Among Chrysler Corp. makes, Plymouth sales were down 22.80 percent, Dodge was down 27.56

Continued on Page 41, Col. 1

Where Auto Market was in 1980

	Total Sales	Pct. of Total
SUBCOMPACT	1,382,895	15.41
COMPACT	1,880,690	20.96
INTERMEDIATE	1,917,746	21.37
STANDARD	995,300	11.09
LUXURY	401,678	4.48
IMPORT	2,395,036	26.69
TOTAL	8,973,345	100.00



Golden Spirit by Zimmer

Zimmer Motor Car Corp., Pompano Beach, Fla., has introduced this Golden Spirit, designed and engineered by Zimmer. The distinctively styled car has a price tag of $45,900. Production of 300 cars a year is planned.

In appeal to Loan Guarantee Board

Signs point to OK for Chrysler

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Chrysler Corp., whose future has been on a roller coaster ride for the past two years, rolled toward high point last week with the indication from Treasury Secretary G. William Miller that the company's bid for another $400 million in federal loan guarantees would likely be given conditional approval prior to the change in administrations.

Chrysler had been hoping for such an indication because it feared the Reagan Administration might not look with the same amount of sympathy on its problems as the outgoing Carter Administration has.

However, Treasury Secretary-Designate Donald Regan said at confirmation hearings last week that Chrysler's situation is somewhat unique and that he would give the company's request careful consideration.

Regan said that, as a general policy, he objected to the government's bailing out failing companies but that the Chrysler situation "is a special one" since Congress already has agreed to help it.

He said that the auto industry as a whole "must be dealt with on a priority basis" because it is "one of the underpinnings of the economy."

Miller, speaking with reporters following a four-hour meeting of the Chrysler Loan Guarantee Board, said it was his hope that the infusion of money plus the further reorganization of the company and concessions by its union and non-union employes, creditors and suppliers would "allow it perhaps to ally with a foreign maker, where its future clearly lies."

And making a subtle pitch to the incoming Treasury Secretary not to overturn a conditional approval if it is given, Miller said the company's current efforts to reorganize itself outside U. S. bankruptcy laws were preferable to doing it the other way.

Chrysler has said that it will be out of money by the middle of the month if it does not receive the additional loan guarantees.

To get the loan guarantees, however, it must prove to the loan board it can survive as a viable firm and also come up with a matching $400 million.

To satisfy the former requirement, it has submitted yet another reorganization plan and to satisfy the latter, it has asked the UAW for a wage and pension freeze worth $673 million, its suppliers to freeze prices and its creditors to convert the debt into stock.

Miller has said in the past that Chrysler must ally with a foreign maker if it is to survive. With the company's latest crises, that point was made more emphatic than ever at the board meeting, according to a source attending the session. The board insists, in fact, that Chrysler immediately begin a search for such a partner, the source said.

• UAW President Douglas Fraser, also in town for the loan board meeting, said afterwards that while Chrysler's situation is troublesome, the problems were not insurmountable and that the union "has never shirked its responsibility and won't this time."

"If the banks and the dealers ante up, we will too," he said.

Fraser said, however, that even if Chrysler does get the additional funds there will not be a future for the company if the economy does not improve and if interest rates do not decline.

"Chrysler cannot long survive in the present economic climate," he said. "There is a breaking point out there somewhere. Spring, summer, fall, I don't know when, but sometime this year unless we get a turnaround."

Fraser said that in return for concessions from the union Chrysler will be asked to allow the union to share in its profits when the company is once again profitable.

"We tried to tell Volcker (Federal Reserve Board Chairman Paul Volcker) that the auto industry, not just Chrysler, is in desperate trouble," Fraser said, "but we did not hear anything encouraging from him.

"It seems only fair to us that we share in the good times if we share in the bad," he said.

Then sounding his pugnacious best, Fraser cautioned General Motors not to try to renegotiate its contract with the union.

"When they get to be like Chrysler, we might reconsider," he said, "but not until then. Ford, we would have to take a look at, but after we get through with Chrysler they might not want to renegotiate anyway."

Fraser said he thinks Chrysler can still do it, but that the publicity over its current loan request wasn't helping it any.

To that end he suggested to the board that it authorize the company to conditionally draw down all of the $700 million in loan guarantees still available to it.

"If you are going to make an expression of confidence in the company, as granting the $400 million request would be, why not make a real statement with a full $700 million authorization," he said.

"That way the public will have some confidence in the company. Interest rates are not hurting it nearly as much as this continuing concern over its future is."

The Loan Guarantee Board, while sympathetic to this logic, told Fraser that the loan guarantee law prevents it from doing this as Chrysler must have matching funds on hand. At present, Chrysler has only $360 million, he board said.

Miller said the loan board would likely meet again this week on the Chrysler request.

Problems not related to interest rates, Volcker says

It's 'brink of disaster' for dealers

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Jerry Hayes, a Buick-Jeep dealer from Salt Lake City, told the Senate Banking Committee that new-car and truck dealers are "literally on the brink of disaster."

If the country cannot find a better way to control inflation other than forcing up interest rates, then mechanisms must be structured to help the auto and housing industries so they no longer have to shoulder a "disproportionate share of the national sacrifice."

Hayes' testimony followed a lengthy discussion between Paul Volcker, chairman of the Federal Reserve Board, and committee members about the need to coordinate both monetary and fiscal restraints.

The thrust, however, was that the Reagan Administration and the Republicans—fully as much as the Carterites before them—want controls on the supply of money and the independent Federal Reserve Board will continue its present policy.

Interest rates, which are not set by the Reserve Board, behave naturally—that is, they are low when money is abundant and high when it is scarce—except they react to anticipatory forces, rising in an accelerated fashion and now falling in anticipation.

This necessarily impacts most heavily on credit-dependent industries like housing and autos.

• The point which Volcker has made consistently is that inflation must be controlled and that monetary policy is only half the problem. Interest rates will straighten out when Congress controls fiscal policy, perhaps by tax cuts and perhaps by controlling spending through the budget.

But Volcker avoiding giving any advice, no matter how hard he was pressed—saying to the Congressmen that it was their problem, not his. His general feeling was that whether tax cuts were for businesses or for individuals, they should involve incentives and be forward-looking.

Volcker was pressed by Senator Don Riegle, Michigan Democrat, for advice as to how to get off the "roller coaster" of interest rates and credit shortages. Volcker is one of the three voting members of the Chrysler Loan Guarantee Board.

Volcker pointed out the auto industry has not traditionally been sensitive to money supply. Its problems are deep-seated and not directly related to the current interest rates which, however, do directly affect dealers.

He admitted the high prime had not come at a good time for the industry and he sympathized with the "heavy burden" on dealers. But he also said that if the industry had been healthy, it could have taken it.

Riegle disagreed, saying that Volcker underestimated the impact of high interest rates. He cited Chrysler's 7-percent price cut to offset higher rates which resulted in a pickup in sales.

Volcker replied the Chrysler action was to "lower its price"—adding that the price of the K-cars was very high. Volcker

Continued on Page 46, Col. 1

Inaugural Eagles

Melvin Lukens IV, assistant director of transportation for the Presidential Inaugural Committee, puts the AMC 1 license plate on the first of 75 Eagles provided by AMC for use Jan. 20.

Seven imports shatter records

New-car sales lowest since 1975

Continued from Page 2

percent and Chrysler was down 43.84 percent.

At Ford Motor Co., Ford sales were down 27.94 percent, Mercury was down 35.13 percent and Lincoln dropped 46.90 percent.

General Motors declines included Cadillac down 32.17 percent, Chevrolet down 18.83 percent, Oldsmobile down 13.57 percent and Pontiac down 21.27 percent.

• Top-selling domestic nameplates lined up behind Chevrolet Citation, which grabbed first place with sales of 374,706. Second was Chevrolet Chevette at 373,988, followed by Ford Fairmont at 285,272, Chevrolet Malibu at 267,732 and standard Chevrolet at 261,819.

Oldsmobile Cutlass Supreme was sixth at 258,789, followed by Ford Mustang at 225,290, Oldsmobile Cutlass at 210,784, Buick Regal at 199,207 and Buick Skylark at 175,741.

Only 11 nameplates which were on the market in 1979 reported sales increases in 1980.

Fourth-quarter domestic new-car sales totaled 1,664,574, down 11.18 percent from 1,874,088 for the comparable 1979 period.

December new-car sales included a record for the imports and the lowest domestic total since 1974. Import sales climbed 3.72 percent to 177,658 from 171,279. The domestics dropped 14.91 percent to 471,443 from 554,060. Combined sales numbered 649,101, down 10.51 percent from 725,339 the preceding December.

Imports accounted for 27.37 percent of the December new-car market. Thirteen foreign-car makers enjoyed sales gains for the month, and Honda surpassed Datsun to become the number-two-selling import for December. Toyota continued in first place and recorded a 7.15-percent sales increase.

• Chrysler was the only domestic auto maker to boast a sales increase the final month of 1980.

Chrysler sales were up 10.69 percent, to 63,127 from 57,034.

GM sales dropped 19.16 percent, to 272,004 from 336,462. Ford reported sales of 115,615, down 13.33 percent from 133,398. VWoA was down 13.83 percent, to 11,103 from 12,885, and AMC plunged 32.82 percent, to 9,594 from 14,281.

The daily selling rate in December of 18,132 was the lowest for any month in 1980. It was down 18.18 percent from 22,162 for the same month in 1979.

GM earned 57.70 percent of the December domestic market, down from 60.73 percent in 1979. Ford sales accounted for 24.52 percent, up slightly from 24.07 percent. Chrysler jumped to 13.39 percent from 10.29 percent, while VWoA rose to 2.35 percent from 2.33 percent, and AMC slipped to 2.04 percent from 2.58 percent.

Plymouth reported a 31.26-percent sales improvement for the month, Dodge was up 18.43 percent and Buick was up 2.98 percent.

Chevrolet Citation was the top-selling nameplate in December, with sales of 25,975. It was followed by Ford Escort at 22,097, Chevrolet Chevette at 21,030, Ford Fairmont at 19,664 and standard Chevrolet at 18,532.

Dec. 21-31 sales were a disaster — their lowest since 1953 when the sum was only 122,815. This year's total was 146,435, down 24.42 percent from 193,741. During the period Chrysler leaped to 17.12 percent of the market, GM had 53.44 percent, Ford had 24.27 percent, VWoA had 2.71 percent and AMC had 2.46 percent.

Where Auto Market was in December

	Total Sales	Pct. of Total
SUBCOMPACT	100,636	15.51
COMPACT	138,996	21.41
INTERMEDIATE	131,334	20.23
STANDARD	68,242	10.51
LUXURY	32,235	4.97
IMPORT	177,658	27.37
TOTAL	649,101	100.00

U. S. CAR SALES BY MARKETING UNITS

	December, 1980	December, 1979	Calendar year, 1979	Calendar year, 1980
Chevrolet	122,489	149,498	1,747,534	2,152,803
Ford	84,544	96,561	1,143,270	1,569,483
Oldsmobile	52,414	60,132	820,681	949,488
Buick	51,792	50,291	720,368	714,508
Toyota	47,071	43,928	582,204	507,816
Pontiac	37,935	52,965	614,897	781,042
Honda	34,471	25,779	375,388	353,291
Datsun	30,120	36,902	516,890	472,252
Mercury	29,309	31,247	330,853	509,999
Plymouth	28,914	25,096	317,049	386,705
Dodge	28,653	27,192	330,073	444,715
VW of America	21,985	21,465	321,036	348,466
Cadillac	17,374	25,451	213,002	314,034
Mazda	15,786	13,906	161,623	156,535
Chrysler	11,946	15,940	174,063	248,840
AMC-Renault	11,367	15,317	174,803	180,919
Subaru	10,686	10,141	142,968	127,871
Lincoln	5,493	10,866	69,704	131,271
Mercedes-Benz	4,721	3,728	53,790	52,819
Volvo	3,059	3,044	56,999	56,602
BMW	2,745	1,897	37,017	34,520
Fiat	2,431	2,580	39,284	60,536
Jaguar-Rover-Triumph	1,591	1,389	32,179	42,508
Peugeot	1,141	644	12,930	11,688
Saab	940	984	13,558	15,142
Alfa Romeo	124	269	3,000	4,011
TOTAL	649,101	725,339	8,973,345	10,641,679

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	December 1980	December 1979	Calendar year, 1979	Calendar year, 1980
Alfa Romeo	124	269	3,000	4,011
Arrow/Champ	2,517	4,773	55,474	48,860
Audi	3,253	3,011	42,483	42,709
BMW	2,745	1,897	37,017	34,520
Challenger	768	1,026	12,924	14,166
Colt	2,434	4,675	50,689	62,705
Datsun	30,120	36,902	516,890	472,252
Fiat	2,252	2,459	37,184	58,934
Fiesta	3,731	5,276	68,595	78,109
Honda	34,471	25,779	375,388	353,291
Jaguar	292	272	3,029	3,748
Lancia	179	121	2,100	1,602
Mazda	15,786	13,908	161,623	156,535
Mercedes-Benz	4,721	3,728	53,790	52,819
MG	361	605	13,730	26,027
Opel	.....	.....	.....	13,815
Peugeot	1,141	644	12,930	11,688
Porsche	674	820	10,490	13,818
Renault	1,773	1,036	25,365	18,862
Rover	131	.....	481	.....
Saab	940	984	13,558	15,142
Sapporo	667	720	10,263	12,322
Subaru	10,686	10,141	142,968	127,871
Toyota	47,071	43,928	582,204	507,816
Triumph	807	512	14,939	12,733
Volkswagen	6,955	4,749	90,923	125,100
Volvo	3,059	3,044	56,999	56,602
TOTAL	177,658	171,279	2,395,036	2,326,057

Special report opposes curbs on Japanese autos

WASHINGTON. — With hearings to start this Wednesday on the auto industry by the Senate Finance Trade subcommittee looking into the impact of imports, a report from the Japan - U. S. Economic Relations Group — the so-called "wise men"—says that quotas or other restrictions are not in the interests of either the U. S. or Japan.

This comes at the same time that the new head of the Senate Finance Committee, Senator Robert Dole, is also opposed to quotas on Japanese cars or other interference with the International Trade Commission decision, which found no injury to the domestics caused by rising imports.

Meanwhile, both Michigan senators are pushing for Presidential negotiation and Senator Carl Levin, citing a new Justice Department letter, says there exists no antitrust barrier to Presidential negotiation.

Although the Reagan Administration and the designate for the trade ambassador — Bill Brock, former chairman of the Republicans—have taken no position, one American from the "wise men" is A. W. Clausen, president of Bank of America and Reagan's appointment to head the World Bank.

This makes the "wise men's" report as close as possible to an official Reagan's position.

The "wise men" say that restrictions on Japanese cars would limit consumer choice, channel demand to less efficient cars, worsen inflation—all while not effectively dealing with unemployment or capital formation problems. Further, the decision on whether or not to make cars in the U. S. should be left to Japanese businessmen.

The report of the "wise men" says the "primary responsibility for expanding U. S. auto sales in Japan rests with the U. S. manufacturers and their representatives in Japan."

DOMESTIC CAR SALES

	Dec. 21, to Dec. 31, 1980	Period, Same 1979	December, 1980	Same Month, 1979	Jan. 1 to Dec. 31, 1980	Same Period, 1979
Spirit	.....	.....	2,406	4,207	49,723	54,356
Concord	.....	.....	3,182	5,594	64,991	85,432
Pacer	.....	.....	32	480	2,083	8,168
Eagle	.....	.....	3,974	4,000	32,641	14,101
AMERICAN MOTORS*.	3,600†	5,400†	9,594	14,281	149,438	162,057
Horizon	2,898	2,547	7,117	5,505	78,823	84,668
TC3	1,301	1,876	2,828	3,892	53,971	62,072
Reliant	5,748	.....	13,589	.....	32,720	.....
Volare	616	4,405	1,785	9,756	72,116	167,091
Voyager	.....	.....	.....	.....	.....	8,265
Fury	.....	.....	.....	.....	.....	2,681
Plymouth	144	148	411	450	13,682	746
Total Plymouth	10,707	8,976	25,770	19,603	251,312	325,523
LeBaron	1,941	2,603	5,847	6,371	65,519	99,588
Cordoba	1,391	1,803	3,259	5,655	44,908	61,801
Chrysler	779	1,872	2,228	3,914	29,321	87,451
Total Chrysler	4,111	6,278	11,334	15,940	139,748	248,840
Total Imperial	139	.....	612	.....	2,497	.....
Omni	2,296	1,933	5,347	4,354	61,240	69,888
024	1,102	1,501	2,586	3,418	46,658	54,490
Aries	4,389	.....	10,642	.....	25,784	.....
Aspen	541	3,151	1,612	7,455	55,092	117,777
Sportsman	.....	.....	.....	.....	.....	24,917
Diplomat	934	1,254	2,959	2,884	33,157	45,131
Monaco	.....	.....	.....	.....	.....	2,554
Mirada/Magnum	634	1,026	1,731	2,358	27,595	24,784
Dodge	210	460	574	1,022	16,934	28,303
Total Dodge	10,106	9,425	25,451	21,491	266,460	367,844
CHRYSLER CORP.	25,063	24,679	63,127	57,034	660,017	942,207
Pinto	1,082	3,888	3,176	10,886	142,467	187,708
Escort	7,628	.....	22,097	.....	60,196	.....
Mustang	4,234	6,226	12,639	18,187	225,290	304,053
Fairmont	4,778	7,443	19,664	22,388	285,272	338,819
Club Wagon	.....	.....	.....	.....	.....	31,094
Granada	2,391	2,161	7,416	7,233	88,371	141,737
LTD II	.....	231	.....	658	3,012	26,700
Thunderbird	2,428	5,708	7,189	15,266	127,248	215,698
Ford	2,732	6,071	8,632	16,667	142,819	245,565
Ford Division	25,273	31,728	80,813	91,285	1,074,675	1,491,374
Bobcat	235	502	677	2,421	26,821	44,674
Lynx	2,316	.....	7,466	.....	18,196	.....
Zephyr	2,026	2,162	7,075	7,028	87,032	99,335
'80 Cougar	.....	.....	.....	.....	.....	3,955
Cougar/Monarch	867	1,064	3,020	3,398	31,710	55,347
XR-7	793	2,666	3,002	6,820	51,857	121,184
Capri	1,154	1,708	4,005	5,384	62,592	90,850
Mercury	1,182	2,549	4,064	6,196	52,645	94,654
Total Mercury	8,573	11,051	29,309	31,247	330,853	509,999
Versailles	.....	253	.....	747	4,219	13,586
Lincoln	754	1,450	2,570	4,106	30,114	60,797
Mark VI	947	2,256	2,923	6,011	35,371	56,888
Total Lincoln	1,701	3,959	5,493	10,866	69,704	131,271
L-M Division	10,274	15,010	34,802	42,113	400,557	641,270
FORD MOTOR	35,547	46,738	115,615	133,398	1,475,232	2,132,644
Skyhawk	.....	339	.....	797	5,388	18,768
Skylark	3,797	4,000	13,236	9,778	175,741	115,000
Century	2,832	3,710	9,943	8,400	145,894	62,210
Regal	4,222	5,082	14,216	12,782	199,207	249,379
LeSabre	1,703	3,534	5,979	8,183	89,429	129,554
Electra	1,706	3,320	4,879	6,702	61,792	88,195
Riviera	843	1,526	3,539	3,649	42,917	51,402
Buick Division	15,103	21,511	51,792	50,291	720,368	714,508
Seville	832	1,594	2,619	4,478	34,709	45,317
Cadillac	3,578	6,090	10,546	16,398	126,151	206,164
Eldorado	1,348	1,728	4,209	4,577	52,142	62,553
Cadillac Division	5,758	9,412	17,374	25,451	213,002	314,034
Chevette	6,874	9,409	21,030	27,282	373,988	375,724
Monza	1,962	3,040	7,272	8,344	150,320	141,564
Citation/Nova	7,633	10,001	25,975	30,048	374,706	308,437
Sportvan	.....	.....	.....	.....	.....	24,594
Camaro	1,845	3,358	6,578	10,226	116,824	204,742
Malibu	4,993	7,304	18,140	21,024	267,732	344,233
Monte Carlo	3,624	5,814	12,354	15,722	165,638	265,877
Chevrolet	5,326	12,877	18,532	32,290	261,819	449,001
Corvette	787	885	2,608	2,687	36,507	38,631
Chevrolet Division	33,044	53,411	112,489	149,498	1,747,534	2,152,803
Starfire	.....	259	.....	878	5,334	18,611
Omega	1,467	864	5,335	4,863	87,262	50,098
Cutlass	3,130	3,080	12,507	12,404	210,784	114,092
Supreme	4,310	4,990	15,994	17,980	258,789	404,068
Olds 88	2,687	3,375	10,248	13,764	147,997	223,699
Olds 98	1,494	1,571	5,721	6,879	73,464	92,075
Toronado	731	891	2,609	3,364	37,051	46,845
Oldsmobile Division	13,819	15,030	52,414	60,132	820,681	949,488
Sunbird	2,193	1,494	7,531	5,814	132,630	89,107
Phoenix	1,516	1,478	6,030	8,060	98,952	80,857
Firebird	1,068	2,006	3,643	8,437	81,592	149,211
LeMans	1,319	1,760	5,156	7,395	77,911	114,993
Grand Prix	2,429	2,579	8,601	10,973	118,414	175,573
Pontiac	2,008	3,025	6,974	12,286	105,398	171,301
Pontiac Division	10,533	12,342	37,935	52,965	614,897	781,042
GENERAL MOTORS	78,257	110,983	272,004	336,462	4,116,482	4,911,875
VOLKSWAGEN	3,968	5,941	11,103	12,885	177,140	166,839
DOMESTIC TOTALS	146,435	193,741	471,443	554,060	6,578,309	8,315,622
IMPORT TOTAL	.....	.....	177,658	171,279	2,395,036	2,326,057
GRAND TOTAL	.....	.....	649,101	725,339	8,973,345	10,641,679

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

New ITT official

TONAWANDA. N. Y.—Robert J. Kick has been named account executive by ITT Aimco. He will be responsible for Aimco products to General Motors worldwide. ITT Aimco's product line includes brake shoes, disk plates, drums, rotors and hub and drums for OEM and the aftermarket.

Equipment survey shows defrosters and defoggers as the only gainers

Buyers skip power options in '80

By Joseph Bohn
Marketing Editor

Power equipment options proved less popular with buyers of 1980 domestic cars, the result of a greater price consciousness and the increasing shift toward smaller cars.

Of the six power equipment options surveyed by AUTOMOTIVE NEWS on domestic cars, only rear window defrosters and defoggers increased their appeal. Down were power brakes, power seats, power steering, power side windows and speed regulating devices.

Rear window defoggers and defrosters ended up on 50.68 percent of domestic cars up from 47.60 percent in '79. The industry installed 3,621,119 of these devices on cars, down from 4,448,179 in '79 because of an overall slump in car production.

Chrysler Corp. led the way by installing defrosters/defoggers in 68.73 percent of its cars, equal to 525,977 units. That was up from a 60.69 percent penetration, equivalent to 689,418 units, in '79.

The fact that rear defroster/defoggers were standard on Omni and Horizon, which accounted for a greater percentage of Chrysler production, helped push Chrysler's total up.

At American Motors, rear defoggers/defrosters accounted for 52.63 percent of company production, equal to 104,145 units. That was up from 45.43 percent, or 76,968, in '79.

General Motors followed, with an installation rate of 47.98 percent, equal to 2,200,267. That was up from 45.51 percent, or 2,345,924, in '79.

At Ford Motors, the options ended up on 42.94 percent of cars, equal to 589,790 units. That compared with a 43.85 percent, or 1,207,051, in '79.

Volkswagen installed rear defroster/defoggers in 90.00 percent of its domestic Rabbits, equal to 200,990 units. That was down from 96.90 percent, or 128,818, in '79.

• Power steering, still the most popular option in the group, nonetheless declined in popularity.

The option ended up on 83.83 percent of odmestic cars, equal to 5,989,989 units. That was down from 89.46 percent, or 8,360,703, in '79.

American Motors equipped 90.61 percent of its cars with power steering, equal to 179,280 units. That was up from 89.41 percent, or 151,493, in '79.

General Motors had an 87.55 percent installation rate, equal to 4,014,660 units. That was down from 91.96 percent, or 4,740,059, in '79.

Ford Motor equipped 87.49 percent of its cars with power steering, equal to 1,201,684 units. That was down from 91.68 percent, or 2,524,044, in '79.

Chrysler Corp. equipped 77.67 percent of its cars, a total of 594,365, with power steering. That was down sharply from 83.20 percent, or 945,102, in '79.

VW didn't offer power steering on its Rabbits.

Power brakes, which rival power steering's popularity, likewise declined on 1980 models.

Industrywide, 81.87 percent of domestic cars carried this option compared with 85.49 percent in '79. The total was 5,850,171 compared with 7,989,472 in '79.

Volkswagen equipped 100 percent of the 223,267 domestic Rabbits with power brakes in '80, compared with 94.60 percent, or 125,729, in '79.

At GM, power brakes ended up on 84.95 percent of cars, equal to 3,895,199 units. That was off from 90.10 perecnt, or 4,644,078, in '79.

At Ford Motor, the feature was installed up on 83.34 percent of cars, equal to 1,144,774 units. That compared with 83.19 percent, or 2,290,263, units in '79.

Chrysler Corp. installed power brakes on 62.09 percent of its cars compared with 74.37 percent in '79. Altogether, some 475,117 cars carried power brakes compared with 844,869 in '79.

American Motors installed them on 56.51 percent of its cars, equal to 111,814 units. That was up from 49.89 percent, or 84,533, in '79.

Speed regulating devices also were down.

Industrywide, they accounted for 2,286,091 cars, equal to 31.99 percent of production. That compared with 3,612,300, or 38.65 percent, in '79.

General Motors installed speed controls on 1,681,497 cars, equal to 36.67 percent of its production. That was off from 2,224,672, or 43.16 percent, in '79.

Ford Motor installed speed regulators on 404,439 cars, equal to 29.44 percent of production. That was off from 964,956, or 35.05 percent, in '79.

Chrysler installed them in 171,261 cars, equal to 22.38 percent of production. That was off from 400,921, or 35.29 percent, of its '79 production.

American Motors installed them in 28,894 cars, equal to 14.60 percent of production. That was up from 21,571, or 12.73 percent, in '79.

Volkswagen didn't offer the option on either its '80 or '79 U. S.-built Rabbits.

Power side windows also continued losing popularity.

Industrywide, they ended up on 1,536,314 cars, equal to 21.50 percent of produtcion. That was off from 2,636,050, or 28.21 percent, in '79.

GM installed power side windows on 1,189,661 cars, equal to 25.94 percent of production. That was off from 1,808,018, 35.08 percent, in '79.

Ford Motor installed them in 247,701 cars, equal to 18.03 percent of production. That was off from 645,454, or 23.45 percent, in '79.

Chrysler Corp. installed them in 86,574 cars, equal to 11.31 percent of production. That was off from 179,922, or 15.84 percent, in '79.

American Motors installed them in 12,378 cars, equal to 6.26 percent of production. That was up from 2,656, or 1.57 percent, in '79.

Industrywide, some 1,072,615 cars, or 15.01 percent of production, were equipped with power seats. That was down from 1,776,000, or 19.00 percent, in '79.

GM installed the option on 803,942 cars, equal to 17.53 percent of production. That was off from 1,134,101, or 22.00 percent, in '79.

Ford Motor installed power seats in 199,866 cars, equal to 14.55 percent of production. That was down from 499,574, or 18.15 percent, in '79.

Chrysler Corp. installed the option in 65,542 cars, equal to 8.56 percent of production. That was down from 142,325, or 12.53 percent, in '79.

American Motors installed power seats in only 3,265 cars, equal to 1.65 percent of production. Still, that was an improvement over '79 when the company didn't offer the option at all.

POWER EQUIPMENT OPTIONS ON 1980 U. S. MODELS

	Power Brakes	Percent of Output	Power Seats	Percent of Output	Power Steering	Percent of Output	Power Side Windows	Percent of Output	Speed Regulating Device	Percent of Output	Rear Window Defogger/ Defroster	Percent of Output
AMERICAN MOTORS	111,814	56.51	3,265	1.65	179,280	90.61	12,378	6.26	28,894	14.60	104,145	52.63
Eagle	46,379	100.00	NA	—	46,379	100.00	7,029	15.20	14,484	31.20	31,766	68.50
Concord	50,630	62.90	3,265	4.10	78,306	97.30	5,349	6.60	13,121	16.30	40,877	50.80
Spirit	14,805	20.80	NA	—	54,595	76.90	NA	—	1,289	1.80	31,502	44.30
CHRYSLER CORP.	475,117	62.09	65,542	8.56	594,365	77.67	86,574	11.31	171,261	22.38	525,977	68.73
C-P Division	293,650	64.94	49,690	10.99	360,207	79.66	64,291	14.22	118,092	26.12	307,819	68.07
Horizon	37,207	22.90	NA	—	79,614	49.00	NA	—	13,648	8.40	162,478	100.00
Volare	76,512	69.70	768	0.70	100,662	91.70	1,756	1.60	9,550	8.70	44,129	40.20
'80 Gran Fury	18,724	100.00	262	1.40	18,724	100.00	2,415	12.90	2,415	12.90	11,571	61.80
Cordoba	57,479	100.00	17,359	30.20	57,479	100.00	23,164	40.30	34,545	60.10	31,843	55.40
Chrysler	29,114	100.00	16,304	56.00	29,114	100.00	17,556	60.30	21,224	72.90	17,730	60.90
LeBaron	74,614	100.00	14,997	20.10	74,614	100.00	19,400	26.00	36,710	49.20	40,068	53.70
Dodge Total	181,467	57.96	15,852	5.06	234,158	74.79	22,283	7.12	53,169	16.98	218,158	69.68
Omni	33,986	24.60	NA	—	68,387	49.50	NA	—	11,191	8.10	138,155	100.00
St. Regis	17,068	100.00	3,482	20.40	17,068	100.00	4,062	23.80	4,318	25.30	12,374	72.50
Diplomat	38,166	100.00	4,656	12.20	38,166	100.00	6,145	16.10	13,511	35.40	17,976	47.10
Aspen	58,033	67.90	769	0.90	76,323	89.30	1,538	1.80	7,350	8.60	32,991	38.60
Mirada	34,214	100.00	6,945	20.30	34,214	100.00	10,538	30.80	16,799	49.10	16,662	48.70
FORD MOTOR	1,144,774	83.34	199,866	14.55	1,201,684	87.49	247,701	18.03	404,439	29.44	589,790	42.94
Ford Division	793,510	80.88	72,373	7.38	837,978	85.41	101,833	10.38	225,424	22.98	379,628	38.69
Pinto	31,305	25.10	NA	—	49,264	39.50	NA	—	NA	—	79,447	63.70
Mustang/Mustang II	204,034	75.20	NA	—	223,841	82.50	NA	—	23,334	8.60	87,366	32.20
Fairmont	212,181	90.50	2,579	1.10	214,994	91.70	6,330	2.70	31,886	13.60	73,853	31.50
Granada	85,817	94.90	3,255	3.60	89,706	99.20	6,330	7.00	22,155	24.50	34,725	38.40
Thunderbird	156,803	100.00	43,591	27.80	156,803	100.00	61,780	39.40	90,162	57.50	63,819	40.70
Ford	103,370	100.00	22,948	22.20	103,370	100.00	27,393	26.50	57,887	56.00	40,418	39.10
L-M Division	351,264	89.50	127,493	32.48	363,706	92.67	145,868	37.17	179,015	45.61	210,162	53.55
Bobcat	10,600	43.00	NA	—	16,417	66.60	NA	—	NA	—	20,953	85.00
Capri	61,988	77.50	NA	—	64,707	80.90	NA	—	NA	—	34,553	43.20
Zephyr	63,061	90.00	2,312	3.30	64,953	92.70	4,484	6.40	17,307	24.70	29,358	41.90
Monarch	28,351	92.90	1,770	5.80	30,365	99.50	2,899	9.50	10,346	33.90	13,062	42.80
Cougar/XR7	58,028	100.00	14,217	24.50	58,028	100.00	23,211	40.00	32,844	56.60	25,532	44.00
Mercury	54,328	100.00	34,879	64.20	54,328	100.00	40,366	74.30	45,364	83.50	31,510	58.00
Lincoln	31,233	100.00	30,640	98.10	31,233	100.00	31,233	100.00	30,296	97.00	22,425	71.80
Versailles	4,784	100.00	4,784	100.00	4,784	100.00	4,784	100.00	4,784	100.00	3,406	71.20
Mark VI	38,891	100.00	38,891	100.00	38,891	100.00	38,891	100.00	38,074	97.90	29,363	75.50
GENERAL MOTORS	3,895,199	84.95	803,942	17.53	4,014,660	87.55	1,189,661	25.94	1,681,497	36.67	2,200,267	47.98
Buick Division	792,951	99.10	227,103	28.38	783,537	97.92	299,053	37.37	382,636	47.82	433,218	54.14
Skyhawk	7,673	92.20	NA	—	8,189	98.40	NA	—	NA	—	5,126	61.60
Skylark	205,243	96.90	19,275	9.10	208,420	98.40	34,313	16.20	64,178	30.30	107,811	50.90
Century	148,429	100.00	24,045	16.20	145,906	98.30	35,326	23.80	62,340	42.00	75,699	51.00
Regal	214,735	100.00	36,699	17.00	204,151	95.10	65,820	30.70	81,767	38.10	100,973	47.00
Buick	168,250	100.00	98,463	58.50	168,250	100.00	114,973	68.30	128,553	76.40	105,784	62.90
Riviera	48,621	100.00	48,621	100.00	48,621	100.00	48,621	100.00	45,798	94.20	37,825	77.80
Cadillac Division	231,028	100.00	231,028	100.00	231,028	100.00	231,028	100.00	218,038	94.38	181,126	78.40
Seville	39,344	100.00	39,344	100.00	39,344	100.00	39,344	100.00	39,344	100.00	39,344	100.00
Cadillac	138,999	100.00	138,999	100.00	138,999	100.00	138,999	100.00	128,574	92.50	97,299	70.00
Eldorado	52,685	100.00	52,685	100.00	52,685	100.00	52,685	100.00	50,115	95.10	44,483	84.40
Chevrolet Division	1,443,791	71.19	59,822	2.95	1,510,034	74.46	234,436	11.56	372,386	18.36	868,885	42.84
Chevette	31,608	7.00	NA	—	NA	—	NA	—	NA	—	163,912	36.30
Monza	70,441	41.50	NA	—	142,749	84.10	NA	—	NA	—	61,445	36.20
Camaro	146,244	96.20	NA	—	152,021	100.00	44,694	29.40	38,157	25.10	77,987	51.30
Citation	564,919	90.50	1,248	0.20	585,518	93.80	32,459	5.20	91,760	14.70	285,893	45.80
Malibu/Chevelle	277,575	100.00	5,274	1.90	276,742	99.70	16,655	6.00	57,736	20.80	109,642	39.50
Monte Carlo	126,006	100.00	8,568	6.80	126,006	100.00	30,493	24.20	51,914	41.20	48,008	38.10
Chevrolet	186,384	100.00	44,732	24.00	186,384	100.00	69,521	37.30	101,952	54.70	85,364	45.80
Corvette	40,614	100.00	NA	—	40,614	100.00	40,614	100.00	30,867	76.00	36,634	90.20
Oldsmobile Division	838,721	98.97	226,506	26.73	842,865	99.45	261,416	30.85	500,900	59.10	428,136	50.52
Starfire	6,068	73.70	NA	—	7,452	90.50	NA	—	NA	—	3,329	40.40
Omega	127,722	95.10	NA	—	130,482	97.10	16,976	12.60	31,751	23.60	70,864	52.80
Cutlass	422,179	100.00	54,842	13.00	422,179	100.00	115,442	27.30	228,483	54.10	162,003	38.40
Oldsmobile	239,313	100.00	128,224	53.60	239,312	100.00	85,558	35.80	199,057	83.20	155,493	65.00
Toronado	43,440	100.00	43,440	100.00	43,440	100.00	43,440	100.00	41,609	95.80	36,447	83.90
Pontiac Division	588,708	86.75	59,483	8.77	647,196	95.37	163,728	24.13	207,537	30.58	288,902	42.57
Sunbird	65,798	45.99	NA	—	119,378	83.44	NA	—	NA	—	45,811	32.02
Phoenix	167,435	93.91	NA	—	172,302	96.64	18,539	10.40	35,654	20.00	91,113	51.10
Firebird	105,580	98.36	NA	—	107,340	100.00	49,269	45.90	42,102	39.22	55,618	51.81
LeMans	61,223	100.00	3,801	6.21	59,504	97.19	8,745	14.28	21,162	34.57	26,459	43.22
Grand Prix	114,714	100.00	24,457	21.32	114,714	100.00	45,748	39.88	59,009	51.44	40,207	35.05
Pontiac	73,958	100.00	31,225	42.22	73,958	100.00	41,427	56.01	49,610	67.08	29,694	40.20
VOLKSWAGEN	223,267	100.00	NA	—	NA	—	NA	—	NA	—	200,990	90.00
Total Cars, U. S.	5,850,171	81.87	1,072,615	15.01	5,989,989	83.83	1,536,314	21.50	2,286,091	31.99	3,621,119	50.68

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 model year production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

The Backwall Storage System for Pick-Up Trucks

- Features built-in storage pockets to organize all your travel needs
- Ideal for: Maps, books, games, thermos, guns, fishing rods, tools, etc.
- Made of fade-resistant, non-raveling polypropylene velour
- Custom tailored to fit along back wall
- Won't stretch out of shape
- Insulates against heat & cold
- Available in 5 attractive colors
- Meets Federal Standard Code #302

PATENT PENDING

COIRTEX®
COIRTEX CORPORATION • 4217 NORTH UNITED PARKWAY, SCHILLER PARK, IL 60176 • (312) 671-2910

An Ad in the Classified Section of
AUTOMOTIVE NEWS
Will get you quick action, and a satisfactory return for your investment.

AUTO DEALERS:
SIGN UP FOR PROFITS

Maaco AUTO PAINTING & BODYWORKS

A MAACO Auto Painting & Bodyworks franchise at your location means:

- You'll increase service profits *now* from people who are keeping their cars longer...
- You'll create greater loyalty as customers get used to turning to you for *all* their automotive services. This means new car sales, too, when they buy...
- Your customers will give you a more salable car at trade-in time.

If you don't have a body shop now...
Or if you have a body shop that doesn't provide the profit and service image that you want...
Consider the advantages of teaming up with the world's largest auto painting and bodyworks franchise!

CALL TOLL-FREE OR MAIL COUPON TODAY!

MAACO
381 Brooks Rd., King of Prussia, PA 19406
(800) 523-1180
Ask for Jim Burcham

MAACO

AN1712 A.D.
MAACO, 381 Brooks Rd., King of Prussia, PA 19406
Please send me more information about a MAACO Center.
Name _____
Address _____
City, State _____ Zip _____
Phone _____

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

10 MONTHS, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,300	Group 4 14,501-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Oct., '80	.....	.....	.....	.....	.....	.....	.....	111	111
	Oct., '79	.....	.....	.....	.....	.....	.....	.....	190	190
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	1,293	1,293
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	1,824	1,824
BROCKWAY	Oct., '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Oct., '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	2	2
CHEVROLET	Oct., '80	27,553	21,363	273	.....	82	980	947	211	51,409
	Oct., '79	35,923	47,592	44	.....	167	3,217	57	582	87,582
	Year to Date '80	304,596	288,143	1,101	.....	1,241	11,065	11,123	2,627	619,896
	Year to Date '79	379,498	506,395	4,900	.....	1,463	29,353	1,053	4,327	926,989
(Memo Units)#	Oct., '80	12,743	6,069	.....	.....	.....	.....	.....	.....	18,812
	Oct., '79	18,074	14,070	.....	.....	.....	.....	.....	.....	32,144
	Year to Date '80	138,972	83,935	.....	.....	.....	.....	.....	.....	222,907
	Year to Date '79	174,581	148,797	.....	.....	.....	.....	.....	.....	323,378
DIAMOND REO	Oct., '80	.....	.....	.....	.....	.....	.....	.....	6	6
	Oct., '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	89	89
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
DODGE	Oct., '80	9,022	7,423	211	.....	.....	.....	.....	.....	16,656
	Oct., '79	10,610	23,993	1,727	519	.....	.....	.....	.....	36,849
	Year to Date '80	86,102	105,995	4,220	190	.....	.....	.....	.....	196,507
	Year to Date '79	93,357	182,937	32,211	4,876	.....	.....	.....	.....	313,381
(Memo Units)#	Oct., '80	6098	4,436	141	.....	.....	.....	.....	.....	10,675
	Oct., '79	5,527	12,971	489	.....	.....	.....	.....	.....	18,987
	Year to Date '80	57,682	67,146	1,881	.....	.....	.....	.....	.....	126,689
	Year to Date '79	52,400	99,299	26,062	.....	.....	.....	.....	.....	177,761
FORD	Oct., '80	20,512	33,055	30	.....	.....	1,335	1,853	692	57,477
	Oct., '79	30,175	66,007	40	.....	.....	4,480	1,361	1,885	103,948
	Year to Date '80	208,421	394,118	504	.....	.....	16,970	27,396	11,880	659,289
	Year to Date '79	10,940	18,362	.....	.....	.....	.....	.....	.....	29,302
(Memo Units)#	Oct., '80	8,171	10,318	.....	.....	.....	.....	.....	.....	18,489
	Oct., '79	94,093	188,957	.....	.....	.....	.....	.....	.....	283,050
	Year to Date '80	85,838	129,605	.....	.....	.....	.....	.....	.....	215,443
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
FREIGHTLINER	Oct., '80	.....	.....	.....	.....	.....	.....	.....	733	733
	Oct., '79	.....	.....	.....	.....	.....	.....	.....	1,409	1,409
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	9,148	9,148
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	11,229	11,229
VOLVO	Oct., '80	.....	.....	.....	.....	.....	.....	72	18	90
	Oct., '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	2	580	163	745
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
GMC	Oct., '80	4,152	5,713	.....	.....	213	972	1,083	1,408	13,541
	Oct., '79	6,435	16,002	163	.....	130	2,374	175	1,721	27,000
	Year to Date '80	44,014	76,776	6	.....	704	8,257	11,561	13,883	155,201
	Year to Date '79	57,867	141,755	1,001	.....	857	21,328	1,586	15,391	239,785
(Memo Units)#	Oct., '80	655	1,517	.....	.....	.....	.....	.....	.....	2,172
	Oct., '79	1,338	4,351	.....	.....	.....	.....	.....	.....	5,689
	Year to Date '80	7,731	21,087	.....	.....	.....	.....	.....	.....	28,818
	Year to Date '79	11,626	40,483	.....	.....	.....	.....	.....	.....	52,109
INTERNATIONAL	Oct., '80	.....	2,150	.....	.....	.....	1,872	2,119	2,410	8,551
	Oct., '79	.....	2,334	.....	.....	.....	2,610	2,823	3,716	11,483
	Year to Date '80	.....	15,142	.....	.....	.....	12,789	14,622	17,718	60,271
	Year to Date '79	.....	19,268	.....	.....	.....	23,679	23,478	33,350	99,775
(Memo Units)#	Oct., '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Oct., '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	Oct., '80	3,870	3,041	.....	.....	.....	.....	.....	.....	6,911
	Oct., '79	8,401	6,432	.....	.....	.....	.....	.....	.....	14,833
	Year to Date '80	41,943	26,210	.....	.....	.....	.....	.....	.....	68,153
	Year to Date '79	69,232	51,213	.....	.....	.....	.....	.....	.....	120,445
(Memo Units)#	Oct., '80	3,870	2,037	.....	.....	.....	.....	.....	.....	5,907
	Oct., '79	8,401	2,628	.....	.....	.....	.....	.....	.....	11,029
	Year to Date '80	41,943	19,048	.....	.....	.....	.....	.....	.....	60,991
	Year to Date '79	69,232	22,418	.....	.....	.....	.....	.....	.....	91,650
KENWORTH	Oct., '80	.....	.....	.....	.....	.....	.....	.....	679	679
	Oct., '79	.....	.....	.....	.....	.....	.....	.....	1,478	1,478
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	9,662	9,662
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	12,461	12,461
MACK	Oct., '80	.....	.....	.....	.....	.....	84	.....	1,652	1,736
	Oct., '79	.....	.....	.....	.....	.....	.....	.....	2,361	2,361
	Year to Date '80	.....	.....	.....	.....	.....	490	.....	17,510	18,000
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	25,044	25,044
PETERBILT	Oct., '80	.....	.....	.....	.....	.....	.....	.....	504	504
	Oct., '79	.....	.....	.....	.....	.....	.....	.....	640	640
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	6,019	6,019
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	7,324	7,324
PLYMOUTH	Oct., '80	1,613	583	.....	.....	.....	.....	.....	.....	2,196
	Oct., '79	1,296	623	.....	.....	.....	.....	.....	.....	1,919
	Year to Date '80	17,053	7,711	.....	.....	.....	.....	.....	.....	24,764
	Year to Date '79	12,244	4,522	.....	.....	.....	.....	.....	.....	16,766
WESTERN STAR	Oct., '80	.....	.....	.....	.....	.....	.....	.....	101	101
	Oct., '79	.....	.....	.....	.....	.....	.....	.....	115	115
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	933	933
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	963	963
WHITE	Oct., '80	.....	.....	.....	.....	.....	.....	.....	372	372
	Oct., '79	.....	.....	.....	.....	.....	.....	.....	790	790
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	4,303	4,303
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	7,631	7,631
MISCELLANEOUS*	Oct., '80	23,676	111	.....	.....	1	301	121	151	24,361
	Oct., '79	22,964	1	4	2	1	298	179	183	23,632
	Year to Date '80	255,987	122	12	9	21	2,568	1,278	1,649	261,846
	Year to Date '79	216,233	12	42	5	26	2,135	1,319	1,965	221,737
TOTALS	Oct., '80	90,398	73,439	514	.....	296	5,544	6,195	9,048	185,434
	Oct., '79	115,804	162,984	1,978	521	298	12,979	4,595	15,070	314,229
	Year to Date '80	958,116	914,217	5,843	199	1,966	52,141	66,560	96,877	2,095,919
	Year to Date '79	1,077,760	1,530,783	38,499	4,881	2,346	122,430	40,221	140,832	2,957,752

★—No Oklahoma registrations 1980 and 1979; Kentucky, October, 1980.
NOTE: 1980 figures include window vans, 1979 totals do not.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.
—Compiled from R. L. Polk & Co. data.

But demand dips for tape players, CBs

Factories get more of radio market in '80

By Joseph Bohn
Marketing Editor

Detroit is doing a better job of selling its radios through its dealer network, a survey of '80 model installation rates reveals.

Penetration by Detroit auto firms in the AM, AM/FM stereo radio categories was up for '80, indicating Detroit is doing a better selling job against independent manufacturers.

Demand for the tape players and CB radios was down last year, the survey revealed. That may be the result of tougher economic times signalling a greater buyer frugality. It is also due, however, to slumping sales of luxury cars, where the combination radio/tape players, for example, are in greatest demand.

Overall, AM radios ended up in 38.13 percent of domestic cars last year, up from 30.60 percent in '79. Some 2,724,639 cars carried this basic type of radio compared with 2,859,457 in '79.

At General Motors, AM radios went into 39.90 percent of its cars, equal to 1,829,400 units. That was up from 30.56 percent, or 1,575,253, in '79.

Ford Motor installed AM radios in 447,540 cars, equal to 32.58 percent of production. That compared with 730,692, or 26.54 percent, in '79.

Chrysler installed them in 292,463 cars, equal to 38.22 percent of production. That compared with 451,425, or 39.74 percent, in '79.

American Motors installed them in 90,489 cars, equal to 45.73 percent of production. That was up from 66,373, or 39.17 percent, in '79.

Volkswagen installed them in 64,747 domestic Rabbits, equal to 29.00 percent of production. That compared with 35,714 or 26.90 percent in '79.

• AM/FM monaural units accounted for 12.99 percent of industry production, about equal to their 12.76-percent penetration in '79. Altogether, the industry installed 927,852 AM/FM radios in its domestic models, compared with 1,192,666 in '79.

At GM, AM/FM radios accounted for 558,193 cars, or 12.17 percent, of production. That was comparable to the 12.43 percent penetration, or 640,515 cars, of '79.

Ford Motor installed AM/FM units in only 91,035 cars, equal to 6.63 percent of production. That compared with 195,984, or 7.12 percent in '79.

Chrysler Corp. installed them in 196,015 cars, equal to 25.61 percent of production. That compared with a 25.94 percent penetration, or 294,657 units, in '79.

American Motors didn't offer AM/FM monaural radios on '80 models, repeating its pattern of the previous year.

VW installed these radios in 82,609 cars, equal to 37.00 percent of production. That compared with 61,510, or 46.30 percent, in '79.

• AM/FM stereo radios increased their penetration industrywide to 29.13 percent, compared, with 25.44 percent, in '79. Altogether, some 2,081,704 cars carried these units, compared with 2,377,241 in '79.

GM installed the stereo units in 1,528,113 cars, equal to 33.33 percent of production. That was up sharply from 27.27 percent, or 1,405,365, in '79.

Ford Motor Co. installed the radios in 344,985 cars, equal to 25.12 percent of production. That compared with 635,473, or 23.08 percent in '79.

Chrysler installed the stereo radios in 130,303 cars, equal to 17.03 perecnt of production. That was down from 269,784, or 23.75 percent, in '79.

American Motors installed stereo radios in 40,348 cars, equal to 20.39 percent of production. That compared with 38,393, or 22.66 percent, in '79.

Volkswagen installed these units in 37,955 cars, equal to 17.00 percent of production. That compared with 28,226, or 21.20 percent, in '79.

Installations of tape players totalled 942,989 industrywide, equal to 13.20 percent of production. That was down from 16.85 percent, or 1,574,672, in '79.

GM's installations of tape players, both eight tracks and cassettes, totaled 695,182, or 15.16 percent of production. That was down from 926,230, or 17.97 percent, in '79.

Ford Motor installed tape players in 186,224 cars, equal to 13.56 percent of production. That was down from 559,617, or 20.33 percent in '79.

Chrysler Corp. installed the tape players in 37,866 cars, equal to 4.95 percent of production. That was off sharply from 86,011, or 7.57 percent, in '79.

American Motors installed them in 5,856 cars, equal to 2.95 percent of production. That was up from 552, or 0.33 percent, in '79.

Volkswagen installed tape decks in 17,861 cars, equal to 8.00 percent of produtcion. That was up from 2,262, or 1.70 percent, in '79.

CB radios continued to lose popularity with most car buyers. Industrywide, CBs ended up on 118,898 cars, equal to 1.66 percent of domestic production. That compared with 288,684, or 3.09 percent, in '79.

GM installed CB units in 86,899 cars, equal to 1.90 percent of production. That was down from 211,414 or 4.19 percent, in '79.

Ford Motor installed CBs in 24,171 cars, equal to 1.76 percent of production. That was down from 69,657, or 2.53 percent, in '79.

Chrysler Corp. installed them in 4,492 cars, equal to 0.58 percent of production. That was down from 7,215, or 0.64 percent in '79.

American Motors installed them in 3,336, or 1.69 percent of production. That was up from 398, or 0.24 percent in '79.

Volkswagen didn't offer a CB unit on its '80 model Rabbits.

SOUND EQUIPMENT OPTIONS ON 1980 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio	Percent of Output	AM/FM Stereo Radio	Percent of Output	Tape Player	Percent of Output	CB Radio	Percent of Output
AMERICAN MOTORS	90,489	45.73	NA	—	40,348	20.39	5,856	2.95	3,336	1.69
Eagle	11,919	*25.70	NA	—	14,284	30.80	2,968	6.40	2,087	4.50
Concord	34,033	42.30	NA	—	16,333	20.30	1,609	2.00	965	1.20
Spirit	44,537	62.70	NA	—	9,731	13.70	1,279	1.80	284	0.40
CHRYSLER CORP.	292,463	38.22	196,015	25.61	130,303	17.03	37,866	4.95	4,492	0.58
C-P Division	165,887	36.69	110,903	24.53	82,583	18.26	28,441	6.29	3,323	0.73
Horizon	68,078	41.90	68,403	41.10	25,996	16.00	NA	—	NA	—
Volare	57,302	52.20	13,283	12.10	5,708	5.20	329	0.30	110	0.10
'80 Gran Fury	7,209	38.50	1,779	9.50	580	3.10	112	0.60	37	0.20
Cordoba	11,668	20.30	10,174	17.70	21,325	e37.10	11,611	20.20	1,207	2.10
Chrysler	3,872	13.30	3,610	12.40	9,724	33.40	8,181	28.10	1,223	4.20
LeBaron	17,758	23.80	13,654	18.30	19,250	25.80	8,208	11.00	746	1.00
Dodge Total	126,576	40.43	85,112	27.19	47,720	15.24	9,425	3.01	1,169	0.37
Omni	56,229	40.70	58,992	42.70	22,934	16.60	NA	—	NA	—
St. Regis	6,605	38.70	1,741	10.20	2,236	13.10	751	4.40	205	1.20
Diplomat	9,770	25.60	7,862	20.60	7,824	20.50	2,328	6.10	229	0.60
Aspen	45,384	53.10	10,256	12.00	3,333	3.90	598	0.70	85	0.10
Mirada	8,588	25.10	6,261	18.30	11,393	33.30	5,748	16.80	650	1.90
FORD MOTOR	447,540	32.58	91,035	6.63	344,985	25.12	186,224	13.56	24,171	1.76
Ford Division	375,987	38.32	67,533	6.88	188,635	19.23	81,262	8.28	4,964	0.51
Pinto	95,161	76.30	6,984	5.60	4,240	3.40	1,122	0.90	NA	—
Mustang/Mustang II	86,009	31.70	22,248	8.20	36,900	13.60	27,946	10.30	NA	—
Fairmont	103,629	44.20	18,991	8.10	25,087	10.70	8,206	3.50	NA	—
Granada	32,012	35.40	7,777	8.60	22,517	24.90	3,979	4.40	181	0.20
Thunderbird	27,441	17.50	5,331	3.40	68,053	43.40	28,225	18.00	2,509	1.60
Ford	31,735	30.70	6,202	6.00	31,838	30.80	11,784	11.40	2,274	2.20
L-M Division	71,553	18.23	23,502	5.99	156,350	39.84	104,962	26.74	19,207	4.89
Bobcat	12,843	52.10	2,712	11.00	1,775	7.20	641	2.60	NA	—
Capri	18,316	22.90	7,838	9.80	15,277	19.10	14,077	17.60	NA	—
Zephyr	23,963	34.20	7,567	10.80	14,014	20.00	5,255	7.50	NA	—
Monarch	8,545	28.00	3,296	10.80	9,003	29.50	2,441	8.00	122	0.40
Cougar/XR7	3,540	6.10	2,089	3.60	19,207	33.10	17,989	31.00	986	1.70
Mercury	4,346	8.00	NA	—	22,166	40.80	19,667	36.20	4,020	7.40
Lincoln	NA	—	NA	—	31,233	100.00	17,959	57.50	4,747	15.20
Versailles	NA	—	NA	—	4,784	100.00	3,287	68.70	737	15.40
Mark VI	NA	—	NA	—	38,891	100.00	23,646	60.80	8,595	22.10
GENERAL MOTORS	1,829,400	39.90	558,193	12.17	1,528,113	33.33	695,183	15.16	86,899	1.90
Buick Division	219,396	27.42	87,724	10.96	305,032	38.12	143,973	17.99	11,483	1.44
Skyhawk	4,119	49.50	1,972	23.70	1,381	16.60	408	4.90	NA	—
Skylark	96,373	45.50	35,160	16.60	50,622	23.90	22,664	10.70	NA	—
Century	66,051	44.50	21,077	14.20	47,794	32.20	5,493	3.70	594	0.40
Regal	35,860	16.70	19,756	9.20	94,698	44.10	30,707	14.30	1,074	0.50
Buick	16,993	10.10	9,759	5.80	61,916	36.80	62,757	37.30	6,898	4.10
Riviera	NA	—	NA	—	48,621	100.00	21,945	45.10	2,917	6.00
Cadillac Division	NA	—	NA	—	231,028	100.00	142,627	61.74	40,085	17.35
Seville	NA	—	NA	—	39,344	100.00	18,054	45.89	6,833	17.37
Cadillac	NA	—	NA	—	138,999	100.00	86,360	62.13	23,505	16.91
Eldorado	NA	—	NA	—	52,685	100.00	38,213	72.53	9,747	18.50
Chevrolet Division	1,168,815	57.63	313,698	15.47	370,548	18.27	127,435	6.28	9,210	0.45
Chevette	363,045	80.40	76,312	16.90	12,192	2.70	NA	—	NA	—
Monza	121,362	71.50	24,951	14.70	18,162	10.70	7,808	4.60	NA	—
Camaro	39,069	25.70	15,506	10.20	56,096	36.90	35,269	23.20	608	0.40
Citation	403,246	64.60	109,239	17.50	104,245	16.70	NA	—	2,497	0.40
Malibu/Chevelle	140,175	50.50	41,359	14.90	33,309	12.00	8,327	3.00	555	0.20
Monte Carlo	37,802	30.00	16,507	13.10	41,834	33.20	14,743	11.70	504	0.40
Chevrolet	64,116	34.40	28,890	15.50	65,234	35.00	30,381	16.30	2,609	1.40
Corvette	NA	—	934	2.30	39,476	97.20	30,907	76.10	2,437	6.00
Oldsmobile Division	181,923	21.47	70,420	8.31	336,720	39.73	180,306	21.28	21,952	2.59
Starfire	4,153	50.40	1,752	21.30	1,335	16.20	541	6.60	NA	—
Omega	64,957	48.40	21,120	15.70	31,708	23.60	12,644	9.40	1,050	0.80
Cutlass	96,698	22.90	38,298	9.10	146,262	34.60	63,757	15.10	2,635	0.60
Oldsmobile	16,115	6.70	9,250	3.90	113,975	47.60	72,414	30.30	12,669	5.30
Toronado	NA	—	NA	—	43,440	100.00	30,950	71.20	5,598	12.90
Pontiac Division	259,896	38.30	86,351	12.72	284,785	41.97	100,841	14.86	4,169	—
Sunbird	93,897	65.63	20,917	14.62	43,379	30.32	5,279	3.69	NA	—
Phoenix	86,261	48.38	33,756	18.93	54,640	30.65	16,328	9.16	1,149	0.64
Firebird	18,869	17.58	7,024	6.54	60,434	56.30	37,732	35.15	654	0.61
LeMans	24,631	40.23	10,060	16.43	17,804	29.08	3,715	6.10	234	0.38
Grand Prix	21,520	18.76	7,996	6.97	64,446	56.18	20,132	17.55	654	0.57
Pontiac	14,718	19.90	6,598	8.92	44,082	59.60	17,655	23.87	1,478	2.00
VOLKSWAGEN	64,747	29.00	82,609	37.00	37,955	17.00	17,861	8.00	NA	—
Total Cars, U. S.	2,724,639	38.13	927,852	12.99	2,081,704	29.13	942,989	13.20	118,898	1.66

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,367 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

AOT restructured at top; Minshall to be chairman

MIDLAND, Mich.—Top leadership of the Automotive Organization Team has been restructured, according to President Al Parrish.

The change will take effect Feb. 7.

Drex Minshall will become chairman; Wendell Minor will become vice chairman, and Dorothy M. Ross will become president.

Ross, who has been in charge of general operations of AOT since 1963 as executive vice president and general manager, will continue to oversee day-to-day operations of AOT.

Minshall spent 40 years in the industry prior to his retirement in 1980. He served Gates Rubber Co. from 1939 to 1961 in several managerial positions and in 1961 became marketing vice president of Perfect Circle Corp. He later was named president of Dana Parts Co. and in 1978 he became president of Dana's Worldwide Service Parts Division.

Minor is executive vice president of Goodyear Tire & Rubber Co. He joined Goodyear in 1952 and served in several managerial positions prior to his election as a vice president in 1972.

Minshall's first official duty will be to serve as master of ceremonies at the Los Angeles Hilton Hotel in Los Angeles during AOT's 42nd annual luncheon, held during the NADA convention.

Minshall said that when he takes office he will spend much of the year on two major projects: Expanded membership and a drive to expand the AOT Hall of Fame.

Best in United Fund

Jim Riehl, Roseville Chrysler-Plymouth Inc., holds the Big Eye trophy awarded to Chrysler-Plymouth dealers for their support in the recent Metropolitan Detroit United Fund charity drive. Dealers were best among the divisions for the third time in four years.

24 pct. below 1979, lowest since 1961

Auto production for 1980: The pits

By Patricia Hoffman
Staff Writer

U. S. auto production for December fared somewhat better than the comparable month in 1979; however, despite the improvement in the final 1980 month, the year came to an end with the lowest total since 1961.

The total for the year was 6,377,667 units, down 24.24 percent from last year's total of 8,418,369. In 1961, the makers built 5,522,004 cars.

Output for December was 475,421 units, a 4.56 percent increase from the 454,669 completed in December of 1979.

Breakdown by company for the year was: General Motors, 63.72 percent; Ford Motor Co., 20.49 percent; Chrysler Corp., 10.02 percent; Volkswagen of America, 3.09 percent; American Motors, 2.63 percent, and Checker Motors, 0.05 percent.

During the fourth-quarter, the makers completed 1,694,068 units, down 9.20 percent from the 1,865,858 assembled in the last quarter of 1979, and the lowest since 1,365,783 units completed in the fourth-quarter of 1970.

Planned production last week was 115,363 units, up 2.38 percent from the 112,680 completed in the comparable week last year.

For the week ended Dec. 27, 1980, the auto makers assembled 51,490 units.

There were seven plants working Saturday last week: General Motors Linden, Framingham, Tarrytown, Flint, Willow Run and Oklahoma City, and Ford Motor Kansas City.

Downtime was slated last week at Ford's Lorain, Atlanta, San Jose and Wixom points.

Checker Motors has extended downtime until January 19.

All of Chrysler Corp.'s car assembly plants remained down last week with most resuming operations today (Jan. 12).

Ford Motor plans to end production of the LTD at its Louisville plant on June 12, leaving the Ford Oakville plant in Canada the sole source of assembly for the LTDs in both the U. S. and Canada.

The Louisville point, which currently builds 20 LTDs and 20 vans an hour, will end production of vans Feb. 27, and change over to total LTD assembly beginning March 9. The changeover will increase LTD production at Louisville from 20 to 42 hourly.

1980 truck total of 1,584,837 is lowest since 1967

U. S. truck production for 1980 was far below the 1979 total and was the lowest since 1967.

In 1980, truck makers assembled 1,584,837 units, down 46.50 percent from the 2,962,238 trucks built in 1979. In 1967 the makers assembled 1,583,860 units.

The December total for the makers was 133,550, down 8.97 percent from the 146,721 units built in the comparable month in 1979 and the lowest December output since the 123,965 units completed in 1963.

Truck production for the week ended Dec. 27, 1980, was 15,845.

Planned production last week of 30,372 units was down 23.94 percent from the 39,930 units completed in the comparable week last year.

The fourth-quarter total for truck makers was 458,813 units, down 17.75 percent from the 557,874 completed in the last quarter of 1979 and the lowest for the quarter since the 344,420 assembled in 1970.

Five Ford Motor Co. plants were down last week: Lorain, Kansas City, Norfolk, San Jose and Twin Cities.

Ford plans to end production of vans at its Oakville plant in Canada on Feb. 27. Currently the plant assembles 20 vans hourly. Ford Lorain will become the only source of vans in the U. S. and Canada. The rate of 49 vans per hour at the Lorain point will not be changed.

'80 a rough year for car and truck output in Canada

Canadian auto production for the 1980 calendar year fell below the 1979 total with the lowest output since 1967, although the 1980 December total was slightly better than December, 1979.

Truck makers also had a decline in production for 1980 with the lowest output since 1976. The December total for truck makers was up from the comparable month in 1979.

The auto makers built 847,167 cars during the 1980 calendar year, down 10.34 percent from the 944,933 units assembled in 1979. In 1976, the makers completed 714,084 units.

The December total was 59,510 cars, up 1.48 percent from the 58,640 completed in the comparable month of 1979.

The truck makers assembled 524,324 units in 1980, down 19.76 percent from the 653,445 completed in 1979. In 1976, the total was 497,430 units.

The December count was 43,827, up 9.99 percent from the 39,846 completed in the 1979 month.

The first full week of production for the auto makers since the Christmas holidays was somewhat better than the comparable week last year. Planned production last week was 15,487 units, up 1.45 percent from the 15,265 units completed the week ended Jan. 12, 1980.

Chrysler has extended downtime at its Windsor car plant until Jan. 26, and at its Windsor truck plant until Jan. 19.

Ford Motor Co. plans to end production of vans at its Oakville plant, which currently assembles 20 vans hourly, on Feb. 27. The Ford Oakville point will then become the only source of Ford LTDs, and the Lorain point in the U. S. will become the sole source of van production in the U. S. and Canada.

Sharf, Dauch named to head realigned Chrysler groups

DETROIT. — Chrysler Corp. has realigned its North American Manufacturing, Diversified and Defense groups and International operations and announced new responsibilities.

Stephan Sharf, 60, vice president, assumes top responsibility for all manufacturing and vehicle production operations. He reports to President J. Paul Bergmoser. Sharf succeeds Richard A. Vining, 55, who retires as executive vice president.

Richard E. Dauch, 38, executive vice president, will head the new Stamping, Assembly and Diversified Operations Group. Dauch will report to Sharf.

In addition to his present relities, John W. Day, 47, vice president and controller, will head the newly established Defense and International Group, reporting to Bergmoser.

Lee H. Runk, 40, is the new general manager — Power Train Division, succeeding Sharf who was vice president of the division.

Jerry L. Mathis, 40, is general manager—Stamping and Assembly Operations for cars and trucks. He succeeds Frank O. Anderson II, 56, who retires as vice president.

Ronald L. Stewart, 38, has been named general plants manager — Diversified, with responsibility for component and electronic plants.

Frank M. Clark Jr., 48, becomes general plants manager—Engine and Casting, replacing Runk.

The new Defense and International Group will include Chrysler Defense, Inc., Chrysler de Mexico, S.A., and International Sales and Supply.

Diversified Operations includes powdered metal, marine engines, chemical, plastic, vinyl trim, electronic, electrical and spring manufacturing operations.

U. S. CAR PRODUCTION

	Week Ended Jan. 10 1981	Same Week, 1980	Week Ended Dec. 27, 1980	Dec. Total	1979 Total	1980 Total
AMERICAN MOTORS	3,275*	3,800*	1,473*	9,899	184,636	167,802*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	.....	7,560	1,446	31,906	934,633	638,973
Plymouth Total	.....	3,500	249	13,576	372,461	293,342
Horizon	.....	3,150	.....	.....	169,965	145,036
Voiare	.....	.....	.....	.....	180,702	51,735
Gran Fury	.....	350	207	444	5,412	14,472
Caravelle	.....	.....	38	471	9,213	6,277
Reliant	.....	.....	4	12,661	.....	75,822
Chrysler Total	.....	800	824	6,175	181,427	82,462
Chrysler	.....	800	326	1,453	77,749	19,871
LeBaron	.....	.....	498	4,722	103,678	62,591
Imperial	.....	.....	.....	.....	.....	.....
Dodge Total	.....	3,260	373	12,155	380,745	263,169
Omni	.....	2,860	.....	.....	148,108	121,703
St. Regis	.....	400	107	343	25,846	13,186
Diplomat	.....	.....	264	2,034	50,610	30,733
Aspen	.....	.....	.....	.....	131,890	36,881
Aries	.....	.....	2	9,778	.....	60,666
FORD MOTOR	18,460	9,312	13,730	111,626	2,037,185	1,306,949
Ford Division	13,406	6,865	9,581	76,086	1,375,775	929,627
Pinto	.....	.....	.....	.....	172,619	68,179
Must./Must. II	.....	4,022	1,756	12,326	365,357	232,507
Fairmont	3,676	2,843	1,108	9,170	213,761	198,219
Granada	.....	.....	1,608	7,218	139,402	113,281
LTD II	.....	.....	.....	.....	22,667	.....
Thunderbird	.....	.....	1,426	11,644	264,451	117,856
Ford	1,689	.....	678	5,759	167,170	91,135
Escort	8,041	.....	3,005	29,969	.....	108,450
L-M Division	5,054	2,447	3,333	35,540	661,410	377,322
Mercury Total	5,054	2,447	2,791	30,353	509,450	324,528
Bobcat	.....	.....	.....	.....	43,374	12,445
Capri	.....	1,450	420	4,078	107,094	68,070
Zephyr	1,124	997	425	3,787	62,837	66,657
Cougar/Monarch	.....	.....	816	3,258	59,810	41,264
XR-7	.....	.....	442	3,998	135,398	42,927
Mercury	1,416	.....	528	4,474	100,937	55,524
Lynx	2,514	.....	976	10,758	.....	37,641
Lincoln Total	.....	.....	542	5,187	151,960	52,794
Lincoln	.....	.....	271	2,593	71,783	22,782
Versailles	.....	.....	.....	.....	11,864	1,866
Mark VI	.....	.....	271	2,594	68,313	28,146
GENERAL MOTORS	93,628	91,908	33,053	306,212	5,083,957	4,063,640
Buick Division	18,596	18,280	6,619	61,985	787,123	783,575
Skyhawk	.....	.....	.....	.....	24,715	.....
Skylark	4,802	5,569	1,671	16,393	121,599	218,502
Century	3,665	2,909	1,264	11,612	73,188	164,941
Regal	5,487	3,471	1,931	16,943	257,372	205,939
Buick	3,408	5,040	1,334	12,923	252,220	149,668
Riviera	1,234	1,291	419	4,114	58,029	44,525
Cadillac Division	6,816	7,046	2,270	19,653	345,794	203,991
Seville	856	1,181	195	2,825	40,295	34,301
Cadillac	4,240	4,620	1,540	12,498	230,958	115,424
Eldorado	1,720	1,245	536	4,330	66,541	54,266
Chevrolet Division	39,714	34,670	11,973	121,679	2,214,955	1,776,229
Chevette	9,030	8,740	1,448	25,360	413,627	440,079
Monza ('80)	.....	3,100	.....	.....	157,974	205,240
Camaro	4,720	2,440	949	7,978	257,873	115,574
Citation	10,049	8,935	3,680	33,981	321,372	453,105
Malibu	6,105	5,635	2,351	22,483	322,767	269,834
Monte Carlo	4,010	3,500	1,289	12,362	227,043	122,176
Chevrolet	4,800	1,320	1,935	16,411	447,397	126,806
Corvette	1,000	1,000	320	3,104	48,568	43,415
Oldsmobile Division	19,223	17,276	8,914	72,220	1,004,515	783,225
Starfire	.....	.....	.....	.....	20,275	.....
Omega	2,687	2,264	1,045	9,782	57,834	115,672
Cutlass	9,855	7,545	4,409	38,662	507,542	395,785
Oldsmobile	5,695	6,440	3,106	20,264	365,312	233,845
Toronado	986	1,027	354	3,512	53,552	37,924
Pontiac Division	9,279	14,636	3,277	30,675	731,570	516,620
Acadian†	250	460	40	590	17,133	18,581
Sunbird ('80)	.....	2,644	.....	.....	105,997	149,239
Phoenix	2,907	2,619	928	9,757	88,119	136,210
Firebird	1,715	2,483	691	5,739	194,033	79,568
LeMans	1,560	1,635	500	5,131	88,652	6,487
Grand Prix	2,400	2,075	951	7,845	93,158	76,030
Pontiac	440	2,720	167	1,613	144,478	50,505
VOLKSWAGEN	.....	.....	1,788	15,603	173,192	197,106
CHECKER	.....	100	.....	175	4,766	3,197
Total Cars, U. S.	115,363	112,680	51,490	475,421	8,418,369	6,377,667

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 10 1981	Same Week, 1980	Week Ended Dec. 27, 1980	Dec. Total	1979 Total	1980 Total
CHEVROLET	14,042	15,436	5,257	48,457	934,368	457,034
DODGE/PLYMOUTH	1,600	1,200	662	5,886	302,994	118,992
FORD	5,088	15,148	5,926	42,378	1,032,233	581,507
GMC	4,569	3,776	1,836	16,315	337,381	173,702
INTERNATIONAL	1,730	.....	614	5,845	115,453	66,210
MACK	658*	620	172	1,391	35,937	23,387
JEEP	1,970*	2,500*	788*	8,084	134,624	90,714
AMC CORP.	90*	450*	36*	240	23,934	8,201
VOLKSWAGEN	.....	.....	304	2,588	2,407	28,390
MISCELLANEOUS	625*	800	250	2,375	42,907	36,700
Total Trucks, U. S.	30,372	39,930	15,845	133,559	2,962,238	1,584,837

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 10 1981	Same Week, 1980	Week Ended Dec. 27, 1980	Dec. Total	1979 Total	1980 Total
CHRYSLER CORP.	.....	.....	681	5,605	60,866	52,917
FORD MOTOR	4,042	3,424	1,704	14,170	246,765	186,177
GENERAL MOTORS	6,022	6,058	2,311	22,911	269,870	255,092
AMERICAN MOTORS	.....	1,060	.....	.....	51,935	11,644
INTERNATIONAL	295	150	119	953	20,132	16,413
MACK	56*	60	30	188	3,877	2,081
Total Trucks, Canada	10,415	10,752	4,845	43,827	653,445	524,324
N. American Trucks	40,787	50,682	62,729	578,758	3,615,683	7,749,158

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 10 1981	Same Week, 1980	Week Ended Dec. 27, 1980	Dec. Total	1979 Total	1980 Total
AMERICAN MOTORS	600	.....	.....	1,673	.....	3,077
CHRYSLER CORP.	.....	2,864	720	2,518	134,086	71,530
FORD MOTOR	1,286	384	329	9,017	284,610	248,199
GENERAL MOTORS	13,376	11,792	5,345	45,650	517,471	514,396
VOLVO	225	225	.....	652	8,766	9,965
Total Cars, Canada	15,487	15,265	6,394	59,510	944,933	847,167
N. American Cars	130,850	127,945	57,884	534,931	9,363,302	7,224,834
N. American Trucks	40,787	50,682	62,729	578,758	3,615,683	7,749,158
North American Cars and Trucks	171,637	178,627	120,613	1,113,689	12,978,985	14,973,992

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.